

SMOKING MEANS INHALING— INHALING MEANS YOU NEED what PHILIP MORRIS alone provides!

All smokers sometimes inhale. But—
your throat needn't know it.

Here's a vital difference you may not know exists. Eminent doctors compared the leading favorite cigarettes ... found and reported that:

SMOKE OF THE FOUR OTHER LEADING POPULAR BRANDS AVERAGED MORE THAN THREE TIMES AS IRRITATING—AND THEIR IRRITATION LASTED MORE THAN FIVE TIMES AS LONG—AS THE STRIKINGLY CONTRASTED PHILIP MORRIS!

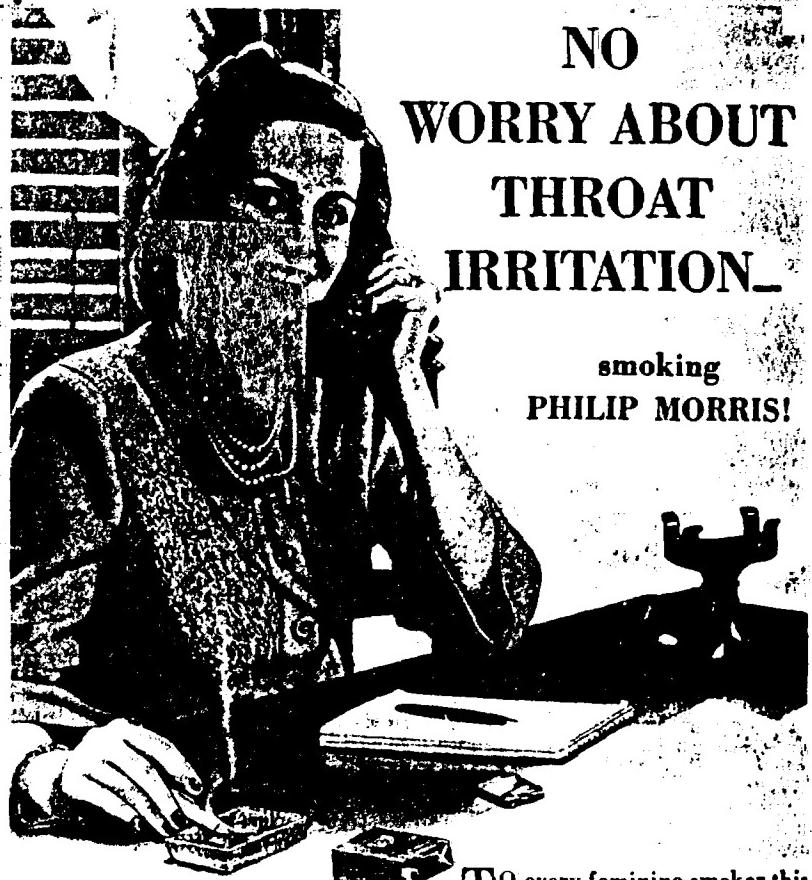
That's proved protection—exclusive with PHILIP MORRIS—added to your enjoyment of the finer-quality PHILIP MORRIS tobaccos. No worry about throat irritation... even when you do inhale!



CALL FOR • PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

1003071207



NO WORRY ABOUT THROAT IRRITATION—

smoking
PHILIP MORRIS!

**YOU CAN'T HELP
INHALING—BUT
You Can Help
Your Throat!**



TO every feminine smoker this is specially important—yes, vital!

For this is the difference between PHILIP MORRIS and other cigarettes... found and reported by eminent doctors—who compared the leading cigarettes:

SMOKE OF THE FOUR OTHER LEADING POPULAR BRANDS AVERAGED MORE THAN THREE TIMES AS IRRITATING—AND THEIR IRRITATION LASTED MORE THAN FIVE TIMES AS LONG—AS THE STRIKINGLY CONTRASTED PHILIP MORRIS!

This is real protection for your sensitive woman's throat—added to enjoyment of the superb PHILIP MORRIS tobaccos. No worry about throat irritation—even when you inhale!

CALL FOR PHILIP MORRIS

America's Finest Cigarette